

REMARKS

Upon entry of this amendment, claims 13 through 37 will be in the application, with claims 13, 22, and 31 having been amended. Claims 13, 22, and 31 are the independent claims herein. No new matter has been added. Reconsideration and entry of this amendment are respectfully requested.

Claim Rejections

Claims 13, 15-22, and 24-37 have been rejected under 35 U.S.C. §102(b) as allegedly being anticipated by U.S. Patent No. 6,307,573, (“Barros”). Reconsideration and withdrawal of the rejection are respectfully requested.

Amended independent Claim 13 relates to presentation of a plurality of selectable corporate entities and a plurality of selectable elements. A first one of the plurality of corporate entities is organizationally upstream or organizationally downstream from a second one of the plurality of entities and is graphically presented as being organizationally upstream or organizationally downstream from the second one of the plurality of entities. A selection of the second corporate entity is received, and a selection of one of the plurality of selectable elements is received. Information corresponding to the one selected element and relating to the selected second corporate entity is then determined, and the determined information is presented to a user. Moreover, each of the plurality of corporate entities is owned by one or more shareholders of the corporate entity.

The art of record is not seen to disclose or to suggest the foregoing features of amended independent Claim 1. The art of record is not seen to disclose or suggest presenting a plurality of selectable corporate entities where each of the plurality of corporate entities is owned by one or more shareholders of the corporate entity.

The Office Action states that Barros teaches presenting a plurality of selectable corporate entities at Column 16, lines 20 through 23. The aforementioned section discloses that “[t]he

navigation to the desired map can be accomplished via an optional index...by clicking on bar segments and list items.” Furthermore, the aforementioned section discloses a retrieval bar for switching categories of mapsets and a retrieval bar for switching subcategories of mapsets. Therefore, this section discloses a map, an index, bar segments, and mapsets but, nowhere does this section disclose or even suggest a corporate entity where each corporate entity is owned by one or more shareholders of the corporate entity.

Moreover, the word “corporate” is only used in Barros at column 2, line 3. This portion of Barros states “[n]etworked GIS is used within **corporate** and government intranets to provide staff access to data displayed on geographic maps ...”. Nowhere does this portion or any other portion of Barros disclose or even suggest a corporate entity where each corporate entity is owned by one or more shareholders of the corporate entity.

Amended independent Claim 1 is therefore believed to be in condition for allowance. Amended independent Claims 13 and 22 relate to a computer-readable medium and an apparatus and include features roughly corresponding to those discussed above with respect to Claim 1. For at least the foregoing reasons, amended independent Claims 13 and 22 are also believed to be allowable.

C O N C L U S I O N

The outstanding Office Action presents a number of characterizations regarding each of the applied references, some of which are not directly addressed herein because they are not related to the rejections of the independent claims. Applicants do not necessarily agree with the characterizations and reserve the right to further discuss those characterizations.

For at least the reasons given above, it is submitted that the entire application is in condition for allowance and such action is respectfully requested at the Examiner's earliest convenience. Alternatively, if there remains any question regarding the present application or any of the cited references, or if the Examiner has any further suggestions for expediting allowance of the present application, the Examiner is cordially requested to contact the undersigned via telephone at (203) 972-4982.

Respectfully submitted,

January 11, 2008

Date

/Richard S. Finkelstein/

Richard S. Finkelstein
Registration No. 56,534
Buckley, Maschoff & Talwalkar LLC
50 Locust Avenue
New Canaan, CT 06840
(203) 972-0049